



2 Color Logo

To be used when printing in color, for online and digital purposes.



Black & White Logo

To be used when printing in black and white, to be faxed, or copied.



2 Color Reverse Logo

To be used when printing in color, for online and digital purpose on dark colors or backgrounds. Preferred choice.



1 Color Reverse Logo

To be used when printing in black and white or on colors or backgrounds where the green will be hard to read. Secondary choice.

Correct & Incorrect Usage



Spatial Standards

Nothing is to be placed within .25" of the logo's edges.



Never Distort

If the logo is to be resized be sure to constrain the proportions.



Never Rearrange or Alter Colors

The logo is provided in all appropriate formats. Please do not rearrange or use different color schemes.



Never Use Over a Busy Background

Do not place logo over images or other busy backgrounds that obscure legibility.

The Maine Arts Commission uses two primary fonts in its logo/brand: Museo 500 and Museo Sans 500. In addition, three other font families are used in its official communications: Geared Slab, Chaparral Pro, and Futura.

If you have a question about fonts or how best to utilize them in your communications efforts, contact MAC.

Logo/Brand Fonts

Museo 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;,'"

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;,'"

Communication Material Fonts

Geared Slab Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;,'"

Geared Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;,'"

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;,'"

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;,'"

Chaparral Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;,'"

Chaparral Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;,'"

Chaparral Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;,'"

Chaparral Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,;,'"

The Maine Arts Commission has an established color palette that helps to strengthen the visual recognition of the brand. MAC Green (PMS 375) is our official color and is supported by black and six additional approved colors.

PMS 375
C44, M11, Y100, K0
R155, G185, B45

PMS 717
C13, M62, Y100, K2
R215, G199, B26

PMS 7540
C64, M58, Y52, K30
R86, G85, B89

PMS Black 6C
C0, M0, Y0, K100
R35, G31, B32

PMS 188
C30, M100, Y77, K39
R121, G0, B38

PMS 2985
C67, M25, Y11, K0
R80, G158, B197

PMS 2727
C84, M42, Y4, K0
R0, G128, B188

PMS 2665
C58, M88, Y0, K0
R129, G65, B153